# VIRGINIA SLIMS 1998 PRELIMINARY MARKETING PLAN

| | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *MEDIA* | | | | | | | | | | | | | |
| | Print | | | | | | | | | | | | |
| | OOH | | | | | | | | | | | | |
| *RETAIL* | | | | | | | | | | | | | |
| | Carton promotions | | B1G1/2F and BB | | | B1G1/2F | | | | B2G1/2F and BB | | | |
| | Pack promotions | | B2G1F and BB | | | B2G1F | | | | B2G1F and BB | | | |
| | Metro promotions | | | B2GlightersF and NG | | B2G1F and NG | | B2GlightersF and NG | | B2G1F and NG | | B2GlightersF and NG | |
| | Carton Inserts | | | X | | | X | | X | | | X | |
| | Catalina | X | | | | | | | | | | X | X |
| *COUPONING* | | | | | | | | | | | | | |
| | National FSI | | | X | | | | VWear (pg) | | | | | Holiday |
| | Local Offensive FSI | | | | IAWT (1/2 pg) | | | | IAWT (1/2 pg) | | | | |
| *DIRECT* | | | | | | | | | | | | | |
| | Defensive | Theme A | | Theme B (red circ) | Theme C | | Theme D (red circ) | | Theme E | | Theme F | Theme G | |
| | Offensive:SlimsClub | Theme A | | Theme B (red circ) | Theme C | | Theme D (red circ) | | Theme E | | Theme F | Theme G | |
| | Offensive:25-29FS | Theme A | | | Theme C | | Theme D (red circ) | | Theme E | | | Theme G | |
| | Offensive:Menthol | | | Theme B | Theme C | | | | | | | | |
| | Defensive test | | | Theme B | Theme C | | | | | | | | |
| | Local mailings | | | Music | Music | Music | Music | Music | | | | | |
| | MB | | | MB | | | MB | | MB | | | MB | |
| *EVENTS* | | | | | | | | | | | | | |
| | Music | | | | X | X | X | X | X | X | | | |
| 8/4/97 | | | | | | | | | | | | | |

Product Intro. 100 Box FF (M ≥ NM)

2071665661

Source: https://www.industrydocuments.ucsf.edu/docs/qkym0004